

THE

QUILL

A MAGAZINE FOR WRITERS, EDITORS, AND PUBLISHERS



—YANK Photo

25 Cents

SOUTH PACIFIC SOLDIER-Scribe
T/Sergt. Dave B. Richardson, Indiana '40, represents YANK, the Army Newspaper, in the South Pacific. For a story concerning him, turn to page 5.

JULY-AUGUST, 1943

THE QUILL

A Magazine for Writers, Editors and Publishers

Vol. XXXI

Founded 1912

No. 7

An Explanation

THIS issue of *THE QUILL*, as you will note, is marked the July-August issue; color has been dropped from the cover, and the magazine is 16 pages instead of the usual 20 or 24.

There are several reasons for these changes—reasons to which we feel that you readers of the magazine, particularly those in the armed forces, are entitled.

First of all, these steps have been taken with the greatest reluctance by those responsible for guiding the destinies of *THE QUILL* and of its owning organization, Sigma Delta Chi, professional journalistic fraternity. Their necessity, born of the war and factors growing out of the conflict, was imperative.

THE *QUILL* has had as its chief source of income for some years the receipts from an endowment fund instituted chiefly through the efforts of Ward A. Neff, past national president of the fraternity and publisher of the *Corn Belt Farm Dailies*, Chicago. It was the same Ward Neff who made Sigma Delta Chi's first national headquarters possible by providing space in his Chicago building.

The income from the endowment fund, together with term subscriptions and advertising revenue, have not always been sufficient to operate the magazine in the black. The balance therefore, had to come from the general fund of the fraternity, which, in turn, received its principal income from initiation fees, chiefly those of undergraduate members.

Under wartime conditions, the income from the endowment fund has dwindled, and the initiation of undergraduate members has practically stopped due to the induction of young men into the armed forces. There has not been sufficient revenue from advertising, gifts or bequests to make up the decrease.

FACING these facts, the headquarters committee, the publication board of *THE QUILL* and the officers of the fraternity had but three alternatives. First, to suspend for the duration. Second, to continue publication of *THE QUILL*, the operation of headquarters and the activities and projects of the fraternity in the normal manner, as long as dwindling funds would permit, gambling that the war would be over before finances reached the vanishing point.

Third, to curtail publication and activities immediately so as to extend limited operations as far as possible into the indefinite future and, meanwhile, to take various steps in an endeavor to increase revenues from various sources.

The third course seemed the wisest and most practical, hence has been adopted.

ONE of the sources from which it is hoped to obtain additional revenue is from advertising. Now let us be frank about advertising. *THE QUILL* is not begging. It wants no

"gift" advertising; no "blackjack" advertising; no "handouts." Its influence, its policy and its editorial columns, needless to say, are not for sale.

THE QUILL, we feel, is and always has been a good advertising medium. It is one of the most intensively read publications in existence. It has a circulation—a select, professional circulation—of nearly 6,000. It reaches men in every field of journalism in every section of the country and in foreign lands. It is used in schools and departments of journalism as required or collateral reading, as source material. It is a strictly professional publication and is in no sense the usual fraternity publication, though most of its readers do happen to have the additional bond of membership in the same professional group.

It never has been possible to employ a full-time advertising manager. The executive secretary of the fraternity had to serve as director of fraternity activities; as business and circulation manager of *THE QUILL*; as director of the Personnel Bureau, and, if he had any time left, as advertising manager and solicitor for the magazine. It was simply too much for one man to do—and, as a result, advertising never has been a major source of income for the magazine.

Frankly, we don't know whether enough revenue can be obtained from advertising to enable *THE QUILL* to resume monthly publication. But we DO have hopes!

WE members of Sigma Delta Chi still at home have, we feel, a real responsibility to the younger men serving with the armed forces all over the globe. It's up to us to keep *THE QUILL* and the professional program of Sigma Delta Chi functioning as nearly normal as possible for the duration. It's the least we can do!

We've had letters and articles from *QUILL* readers and members of Sigma Delta Chi from the South Pacific, Africa, Europe, Alaska and other points. And we're looking forward to receiving letters and articles datelined Rome and Berlin!

The men in the service have been kind enough to say *THE QUILL* means more than ever before, now that they are far from school, home and peacetime jobs. We appreciate what they've said and as editor of this publication feel keenly our obligation to them.

WE are going to do our best not to fail them, and we're calling upon those of you still at home to share that obligation and responsibility with us.

You can help by assisting in building up *THE QUILL*'s advertising revenues, by paying your dues in the fraternity and by gifts to support the various activities of the organization, such as the professional awards program, the undergraduate awards program, the research program and the historic sites in journalism project. Will you?

RALPH L. PETERS, Editor

Editorial Office
14891 Artesian Avenue,
Detroit, 23, Mich.

Associate Editors

GEORGE F. PIERROT
MITCHELL V. CHARNLEY
LEE A. WHITE

DONALD D. HOOVER
FRANK W. McDONOUGH

VERNON MCKENZIE
WILLIAM A. RUTLEDGE III
DICK FITZPATRICK

Publication Board

E. PALMER HOYT
ELMO SCOTT WATSON
IRVING DILLIARD

THE QUILL, a magazine devoted to journalism, is owned and published by Sigma Delta Chi, professional journalistic fraternity, which was founded at DePauw University, April 17, 1909. Entered as second-class matter at the Post Office at Fulton, Mo., under the Act of Aug. 24, 1912. Acceptance for mailing at special rate of postage provided for in par. 4, sec. 412, P. L. & R. SUBSCRIPTION RATES—Five years, \$7.50; one year, \$2.00; single copies, 25 cents. Please report any change of address direct to our business office rather than to the Post Office. A request for change of address must reach us not later than the first week of month preceding month of issue with which change is to take effect. Duplicate copies can not be sent to replace those undelivered through failure to send such notice. With each new address send also the old one, enclosing if possible your address label from a recent copy. Unless extra postage is provided, Post Office will not forward copies to your new address. BUSINESS OFFICE, 33 East Wacker Drive, Chicago, Ill. Miss Genevieve Stamper, Office Manager. OFFICE OF PUBLICATION, 1201-5 Bluff Street, Fulton, Mo.

Why Uncle Sam Must Be Better Equipped to Engage in a World-Wide War Waged With Words

By RALPH O. NAFZIGER

A YEAR ago, a chance acquaintance waiting for a bus on crowded Pennsylvania avenue in Washington, D. C., asked me what the army of "information men" in the government did to keep themselves busy.

"Why, there're as many of them around here as there are majors and lieutenant-colonels," he insisted.

I told him that I couldn't give him an adequate answer, certainly not in a few sentences. If I had had the time, however, I would have made the following observations:

IT is difficult for persons who have not observed some of the birth pains of a brand new government agency to appreciate the gigantic task and the complex problems involved in the organization and administration of the war information agencies in Washington.

It's an established fact that everyone knows how to run a newspaper. Likewise, everyone knows what should be done about an information policy in wartime. Hence the OWI will always be a target for criticism. Hence, after at least two years of effort and the expenditure of a huge amount of money and energy, the government's war information effort

is barely started—barely hammered down to something less than a blunderbuss.

These observations are not intended to detract from the efforts of hundreds of very able and earnest men who have been attempting to forge a handy, workable weapon of war. They had to start from scratch, battling the time lags incident to preparing a huge nation for war, settling innumerable "jurisdictional disputes" with other agencies and pushing out against conflicting currents of thought in the country which delayed a clarification of goals and objectives.

The very heterogeneity of our population, which among some groups places European quarrels on a more important plane than our own interests in the war, caused delays and conflict.

FIVE examples will illustrate the complexity of the problem.

1. It took from June, 1941, to June, 1942, to set up even on paper an integrated war information agency. During that time the Office of Government Reports, the newly organized Office of the Coordinator of Information, Office of Facts and Figures, information division of the Office of Emergency Management



Ralph O. Nafziger
Discusses OWI's difficulties

were attempting in one way or another to boss the job.

A score or more of other information centers within old-line agencies and newly created defense organizations also were jealously guarding their autonomy from the incursions of the upstarts who had appeared on the fighting line.

2. No clear-cut information policy could be adopted until the foreign and domestic policies of the government were clearly defined. Precisely what was the policy of the government? What goals and objectives should the war information agencies follow? How could the information policy be geared tightly day by day with the foreign and domestic policy of the government?

Since it took much time and effort to find out what the policy of government was on scores of vexing questions, delay and confusion were often inevitable. Moreover, the disassociation of government policy and the operations of the information agencies meant a mighty conflict of viewpoints among administrators of the hydra-headed information agencies.

GENERAL formulas could be adopted very easily, of course. War information efforts should help to demoralize the enemy, maintain morale on the home front, keep the neutrals happy, sustain the will of our allies to win, and keep up the hopes of the peoples in occupied countries. But one has to get down to cases.

What is our policy regarding the farmers, the coal miners, the Chinese, India, our Negroes, the French factions? The Four Freedoms mean freedom specifically for what and for whom? Likewise, formulas are not easy to apply so long as officials assert with emphasis that we don't propose to propagandize—we only give out the news.

3. This leads to the third point, that

THIS forthright discussion of the difficulties entailed in organizing Uncle Sam's information services and the need, importance and significance of a properly organized and adequately armed informational branch of the government is by a man who had a part in the early stages of such organization.

Prof. Ralph O. Nafziger, of the faculty of the School of Journalism at the University of Minnesota, is the author. In August, 1941, he went to Washington on a sabbatical leave of absence to gather information on the relationship of the press and foreign affairs. In the year that followed, he never got around to starting his project. Instead, shortly after reaching Washington he undertook some work for the Coordinator of Information, as a consultant. Late in September, 1941, he joined a project called War Communication Studies which had been organized by Dr. Harold D. Lasswell.

After Pearl Harbor, he was asked to help out on some details incident to the organization of the Office of Facts and Figures. Early in 1942, he became chief of the Media Division of OFF. In June, 1942, after OWI was organized and had absorbed the OFF, he continued in the same post. In mid-August, 1942, as the end of his leave from Minnesota approached, he resigned and returned to his duties at the university.

this is and will continue to be, even after the military phases of the war have ended, a world-wide propaganda war. This doesn't mean that we should be committed to issuing falsehoods. It does mean that we propose to put forward our viewpoints, thereby selecting from a mass of material what will best promote our interests and our ideals abroad.

If foreign policy is, as has been said, a policy of action towards other nations, and the key point of our diplomacy is the national interest, then no other viewpoint seems halfway sensible.

SURELY we wouldn't impartially tell the infantry to shoot at everyone indiscriminately in the hope of inflicting some random casualties among the enemy and fend off some attacks on ourselves? Or, if no purposive selection is intended, why not abandon war information agencies and let the media of mass impression throughout the world issue what they please concerning us in war as in peacetime.

Our people don't like the word propaganda, even if it refers to publicity for export, but we have to like a great many obstacles to a free and unrestricted life in wartime. We don't like other war weapons either, but we might be overcome if we don't use them.

4. Streamlined personnel for a formidable job such as the OWI has undertaken can't be brought together in a few weeks. Remember that everyone believes he knows how to develop a war information policy. A person who speaks French is sure he is the man to write the radio scripts for beaming to France, as though the same person because of his knowledge of the language would make a good French lawyer or newspaperman.

Every salesman of radio time believes that he knows how to deal with the fuzie-wuzzies somewhere in Asia. An advertising man who has handled the Dr. Jones Kidney Pills account is, of course, the man to "sell" our side of the war to the Arabs. A congressman may consider it politically expedient to "knife the works."

That it takes highly specialized persons who know the countries, the sections, the politics, the strengths and the weaknesses in the areas in question and who know what information means when they see it is a point which cannot quickly be put over on clever fellows who have got along very very well in life on the basis of snap intuition.

A group of OWI writers, irked by what they believed to be a growing power among a set of rivals, is said to have placed facetiously before administrative heads a suggestion for an advertising campaign to sell the war to the people. They proposed the following display lines:

Four Delicious Freedoms The War That Refreshes

The story may be apocryphal, but it illustrates certain internal cleavages which take time to smooth out.

5. A corollary to point 3 is the reluctance among many information specialists

to make use of new tools for eliminating some of the guesswork and intuitive decisions in the war of words.

That policy decisions should be based on carefully collected and analyzed facts seems fairly obvious. An attempt to combat a Haushofer type of machine or school of thought with guesswork doesn't seem to add up to a fair fight. Maybe the news of events will prove to be the best propaganda. Perhaps our armed forces will take care of the war while we are still experimenting with an information policy, but there is some reason to believe that a well-knit and coordinated information (propaganda) effort will help to end the war and win the peace more quickly than is possible without the aid of carefully planned and timed word-bombing.

TO carry out a campaign of political propaganda every new tool for investigating the state of public knowledge here and abroad is essential. No amount of intuition will compensate for proper background, orientation, and analysis of the problems which are before the information specialists.

What are people in all sections of the country and the world who are being subjected to our publicity being told by their newspapers, magazines, radio and motion pictures?

What are the viewpoints now of the public on the issues discussed in our releases?

What are their reactions to what they are being told and to what is happening to them?

What are the gaps in the information which they are getting?

How effective are our informative efforts?

How satisfactorily is it easing group cleavage, promoting understanding?

What quick changes and shifts are needed to keep up with new and changing conditions?

ACTUALLY the war information agencies in Washington have been for some time using such new tools of investigation as the polling techniques, carefully conducted interviews and analyses of media, but the intuitionists who believe that snap judgments, casual reporting and a reading of New York and Washington newspapers are good enough still vitiate attempts to develop an intelligence function.

No modern army or navy would take the field without a thoroughly organized intelligence system. Likewise, no war information policy can hope to cope with resourceful enemies and rivals without analogous machinery for gathering background information and for estimating current situations.

If the Office of Strategic Services, a civilian organization of specialists in the social sciences attached to the War Department, has proved a valuable supplement to the Army's own military intelligence operations, then it or its equivalent should prove equally useful to the Office of War Information.

THESE are only a few of the complex problems which war information agencies in Washington have had to face in the course of their short and busy lives. They account, however, for some of the confusion, the mass of employes, the periodic "reorganizations," the external and internal pulling and hauling which has characterized their recent history.

Nevertheless, accomplishments also have been conspicuous. Few can question the sincerity and forthrightness with which Elmer Davis has tried to make a going concern out of the collection of offices, bureaus and divisions which he inherited.

All agencies, with exceptions such as the War and Navy departments, the State department and the White House, are now clearing war information through OWI.

Progress has been made in the development of a streamlined information policy, although OWI likely is credited with more power than it really exerts.

Unless the war ends fairly soon, an integrated agency may emerge. With proper guidance it may marshal effectively the vast resources of knowledge and experience in its field which the United States unquestionably possesses. It has a good chance to complete its war work with new faith throughout the world in our sincerity, our aims and our news sources.

For in a postwar world we shall need good public relations and a proper understanding in foreign countries of our motives and our actions.

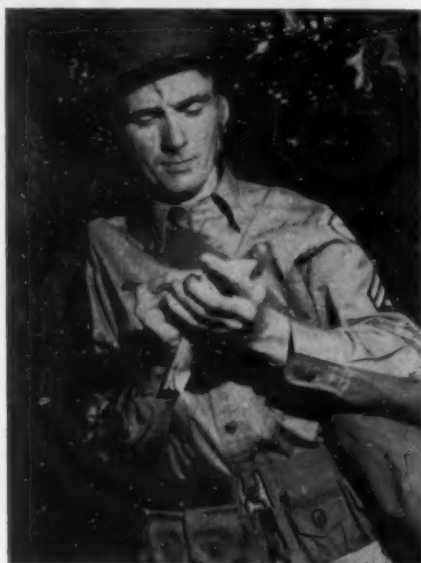
DON TERRIO (Purdue '40) won the \$50 first prize for articles submitted in the Midwestern Writers' Conference, sponsored by The Cordon, a group of professional women in Chicago, and held over three week ends in May. Terrio's article was titled "Making Pilots Today—Finding them Jobs Tomorrow," and told of the rehabilitation program for Navy flying cadets which is sponsored by the Chicago Junior Association of Commerce. Terrio is on the staff of the general information department of the Illinois Bell Telephone Company and is at present an editorial assistant on the *Bell Telephone News*. His free-lance pieces have appeared in recent issues of *Coronet*, *Kiwanis*, *Future*, and *Hotel Management* magazines.

KERMIT McFARLAND (Iowa '28), is associate editor of the *Pittsburgh (Pa.) Press*.

IRVING KAHAN (Iowa '35), editor of the *Textile Dyer*, a CIO trade union newspaper in Passaic, N. J., expects to go into the Army soon.

HARNETT T. KANE (Louisiana State Professional '41) has completed his second book, described as "an affectionate and friendly portrait of South Louisiana of the bayous," which will be published in early fall by William Morrow & Co., under the title, "The Bayous of Louisiana." Kane, a staff writer for the *New Orleans Item* for 17 years, is at present on leave from the paper. He has done some six months' work on his third book and has signed a contract for a fourth. His first was the best seller, "Louisiana Hayride."

Here's a Deserved Salute to an Indiana SDX Serving as



T/Sergt. David B. Richardson

Outstanding among former civilian newspapermen now serving as soldier-scribes with the armed forces

FROM Kokumbona to Murmansk, from the land down under to the top of the world, soldiers of the U. S. Army are today fighting the menace of Axis domination. Americans may read of our setbacks and our conquests almost as they take place, for with our fighting men go the gentlemen of the press.

Of all the war correspondents recording this bloody business, the enlisted men of YANK, The Army Weekly, are frequently the closest to actual combat. T/Sergt. Dave Richardson, YANK'S correspondent in New Guinea, was the only photographer who took part in the Sananda battle and the only enlisted correspondent in New Guinea.

The work of Sergt. Richardson in the Australian theater is well known to his soldier audience through the pages of YANK, but as the Army paper is circulated only in the armed forces, his eye-witness accounts and battle pictures are not generally recognized by the civilian population. However, many of his stories and photos have been released by YANK to the civilian press.

SERG. DAVID B. RICHARDSON was born July 13, 1916, in Maplewood, N. J. After graduation from high school there, he newshawked for two years as a sports writer on the Orange (N. J.) *Daily Courier*. Unlike many newspapermen who began a newspaper career after taking a course in journalism, Richardson followed up his practical experience with studies at Indiana University. There he worked his way as a waiter, proofreader, press agent for a night club, junior draftsman for Western Electrical Instrument Corp., ledger clerk for the city of Newark, associate editor of the yearbook and editor of the football program.

THE QUILL for July-August, 1943

A Soldier-Scribe in the South Pacific

In addition to these exploits, he worked for the college paper, the *Indiana Daily Student*, as reporter, campus editor, night editor, managing editor and finally as editor-in-chief. He graduated in June, 1940, with honors as the "outstanding graduate on the basis of character, scholarship and journalistic competence." He was a member of the Indiana chapter of Sigma Delta Chi, professional journalistic fraternity.

Later, he was associated with the *Indianapolis Star* and the *New York Herald Tribune*, while he free-lanced for a number of out-of-town papers.

DRRAFTED into the Army in February, 1941, Richardson was sent to the 244th Coast Artillery, Camp Pendleton, Va. After completing his three-month basic training, he was promoted to intelligence corporal and put in charge of Public Relations. In February, 1942, he was transferred to Camp Headquarters to edit the camp paper, *G. I. Gazette*.

His photos have appeared in *Pic, Life*, *A.P.* mat service and War Department mat service, while his stories have been printed in *Collier's*, *Newark Evening News*, *New York Times*, *New York Journal American* and *Norfolk papers*.

This brilliant journalistic career led inevitably to an appointment to the staff of YANK, the Army's weekly publication for enlisted men, shortly after its inception in June, 1942.

It wasn't long before Sergt. Richardson was given an overseas assignment as correspondent for YANK in the Australian theater.

Dave's articles on South Pacific operations have been appearing regularly in the *Army Weekly* together with his action photographs. Typical of his stories is the following:

"SOMEWHERE IN AUSTRALIA (By Cable)—Crammed into a few buildings comprising General MacArthur's Headquarters are a dozen men who can say 'I was there'—Yanks from the fox holes of Bataan, from bomb-battered Corregidor and the Java jungles and other far-flung places where American soldiers are fighting this war.

"Nightmares from his hectic experiences in the Philippines still haunt T/Sergt. Frank Benham, of Tulsa, Okla., not because of the hardships he endured there but because he was charged with thousands of Air Force service records as Clark Field personnel sergeant major. The field was the first and main Jap target because it was the hub of American air power in the Philippines.

"Three times I carted the records to different hiding places,' he says, 'and three times the Japs made targets of those places. Somehow I managed to save all but a few and to get through safely to Australia. If I hadn't, thousands of airmen might have been unpaid and recordless.

"There was humor even in war's grimness,' he added. 'On the ship taking soldiers from Bataan to Corregidor, one soldier was so rattled at swooping Jap planes that he threw his rifle, gas mask, helmet and cartridge belt overboard, and dived in himself. He was rescued without his equipment to the accompaniment of curses by his supply sergeant.'

THEN there is this excerpt from a feature article by Sergt. Richardson which appeared in YANK under the title "There's No Front Line in New Guinea."

[Continued on page 10]

MEMBERS of Sigma Delta Chi, professional journalistic fraternity, are serving Uncle Sam in many ways—as officers and men on the fighting fronts, as editors of camp publications, in public relations posts, as Marine Corps Combat Correspondents and as official correspondents for YANK, the Army newspaper.

The accompanying brief article concerning T/Sergt. David B. Richardson, who has been serving YANK in the South Pacific area as photographer and correspondent, came to The Quill from the New York office of YANK. It highlights his career to date. Perhaps we can persuade Sergt. Dave to relate some of his personal experiences for Quill readers later.



Deac (C. T.) Martin

Continues discussion

PART TWO

IN Part One, it was apparent that the writer of business news retails facts just as a newspaper reporter does. But, newspapers also carry editorial pages and material by columnists which may express the publication's convictions and policies or the individual's opinions.

The newspaper reporter writes: "Nine-million-dollar water works opens today." The editorial writer writes: "Our \$9,000,000 water works opened yesterday will be inadequate within three years because . . ." The syndicated columnist may write: "The new water works in Widgetville, Texas, opened last week, is already declared inadequate. The Conservation Division and Congress must act on the national water works situation, or else . . ."

An editorial writer or the columnist who conducts "How To Be Happy Though Married" is presumed to have a foundation of information and judgment on which to base his statements, his advice and his prophecies. He is the newspaper essay-type writer.

Similarly, every business magazine prints articles by those whose writings carry weight because the authors know their subjects. Such an article may be a report on what has transpired plus illuminating comment springing from general or specific business knowledge.

THE essay-type article may contain no news whatsoever. It may be a prophecy on what to expect in shoe styles or rubber consumption. It may tell how modern packaging sells goods or how the use of alloys will improve industrial construction. It may deal with the necessity for coordinating window displays with cosmetic advertising.

It may appraise and weigh current trends in bottled vs. draft beer sales or how the European situation can be expected to affect harvesting machinery.

Making a Business of Writing for Business Papers

By DEAC (C. T.) MARTIN

It might rip current employee, trade or public relations programs into shreds and suggest new patterns for any one of them, or all three.

In such cases, the writer delves heavily into his own background. If his personal store is not large enough, he knows from experience where to unearth supplemental source material. Above all, he is experienced enough to eliminate subject matter of such common knowledge that it would constitute a bromide if printed.

There is a wide difference, however, between the bromidic statement and the new approach to an old subject. Articles on salesmen's compensation, for example, have appeared again and again in *Sales Management*, *Printers' Ink*, *Advertising & Selling*, yet the subject is news and also good for comment perennially when some novel plan has been put into effect, is contemplated, or is merely suggested by the essay-type writer.

Equally welcome to editors may be the rip-snorting iconoclastic article which says in substance: "It's all wrong, but here's the real answer." It's almost invariably good for a by-line which absolves the editor.

THE unwary writer may get material from someone who considers the proposed story as a means to gain favorable publicity for himself or his organization. Such a source may load the writer with material which should appear in the advertising columns.

The editor to whom such a story is sent probably will file it in the wastebasket along with the rest of the hand-outs received that morning from those attempting to get free publicity for

products, company, event or trade practice. Since he does not spend time or postage to inform the sender, the inexperienced writer may wonder "Why?"

He should realize that because of limited space, business paper editors must scan material and weigh values even more closely than does the newspaper editor who has several editions a day, six or seven days a week.

Nevertheless, some misguided firms which advertise in a business paper are incensed if the editor turns down a publicity blurb which is nothing less than an advertisement. They do not think through. If the editor runs their blurb, then he is in duty bound to print someone else's, ad infinitum. His readers soon sense the fact that their publication is becoming a puff-sheet. They lose faith, then interest. The publisher loses face, then circulation, then advertising—then folds.

THE fact that a publication carries advertising for, let's say, business machines might enhance an editor's interest in a well-written story about improved office methods employing modern equipment. Such a story can furnish profitable reading to the subscribers. If the article points the way to time-saving and better results through use of modern office equipment, certainly that would be good for the publication, its readers and the business equipment advertiser in it.

But the editor does object, rightly, when pressure is put upon him to print a hand-out such as:

Jones Manufacturing Company,
Jonesville, N. Y., (the most pro-

[Concluded on page 10]

WITH this, the second of a series of two articles, Deac (C. T.) Martin, Cleveland business paper writer who conducts *Unique Services*, based on sales, promotional and editorial experiences, concludes his discussion of writing for business papers. Readers of *The Quill* who read the articles carefully and follow their precepts will be better prepared to engage in this type of writing than before.

Mr. Martin, who specialized in agricultural journalism at Iowa State College, opened his own offices after experience in ad agencies, the billboard business, sales, marketing and on newspapers.

Suppose You Eliminate the Editorial Page—

By FORREST W. SEYMOUR

OF COURSE a newspaper needn't have an editorial page! An automobile needn't have a self-starter either, but it certainly is a great convenience to the owner, and nowadays nobody would consider the family car complete without one.

The editorial page of the modern, up-and-coming newspaper performs one of the traditional functions of the American press. If the other functions which the newspaper fulfills for its readership are sufficiently vital, you might conceivably eliminate the editorial page without immediate loss.

You might conceivably eliminate the comics, also, or the want ad pages, or something else, without immediate loss. But only in exceptional cases could you continue permanently to convince your readers that they were getting a complete service.

IHAVE never heard any talk about the "passing" of the newspaper's editorial columns, except in areas where those columns had ceased to fulfill their purpose. And usually this was because not just the editorial columns, but the whole newspaper was ossifying. When an editor or publisher hears this kind of talk, he ought to begin lying awake nights.

For while the editorial page, like the comics, or the woman's page, or something else, may produce no direct revenue, it is as much a source of health and strength as a sense of hearing or smell is to the normal human being; we may

be able to live without them, but we couldn't possibly achieve the maximum of social usefulness and acceptance.

In our own area, we are continually besieged with pleas that editorial page do more things—not fewer.

MANY of the values of a strong, live editorial page are intangible—intangible and immeasurable.

First of all, it permits the visible separation of fact and opinion. I know that a lot of newspapers don't consider this important, but remorse is inevitable soon or late.

The average free American likes to know that he is being given the news "straight"—that he is being allowed to make his own judgments, based on reporting that is as objective and truthful as is humanly possible.

If his newspaper injects its own prejudices into its news reporting, or if it jumbles its factual and editorial matter throughout the paper, he resents it. The journal may have other strengths that for a time conceal the folly of this practice, but the average publisher can afford neither the luxury nor the risk.

An editorial page permits the management to say, by inference if not directly, "This is where we speak our piece about the facts and events reported elsewhere in the paper. You may agree with us or not; that's your business."

IF the editor is truly devoted to the



Forrest W. Seymour

Pulitzer Prize winner for Editorial Writing.

democratic principle, he will probably print, alongside his own comments, those of other well-known or responsible persons whose opinions merit general attention. He may even print such comments of the readers themselves as he reasonably can.

This tolerance of opinions opposite to his own tends to demonstrate a conviction that his own judgments are sound, that they will stand rebuttal. It gives power to his logic. And the mere necessity of having continuously to face up to rebuttal is a constant force for tolerance and factual accuracy and common sense. It is easy to be vociferous and intellectually haughty if one never subjects himself to public debate; it is also easy to be wrong under these circumstances!

The average American does a day's work at something other than the study of world events. He "reads up" during a few spare minutes or hours each day. He doesn't pretend to know in more than a very general way what is happening in areas outside of his own profession or trade. He craves a better understanding of these things that are so often complex and inexplicable.

OUR own newspapers get something like 3,000 letters annually from readers. A large number of them ask questions: "Isn't there something about this wage controversy that I have missed?" . . . "Probably I'd understand this if I could remember the history of the boundary settlement at the end of World War I." . . . "What is it that prevented these plants from getting into immediate production?" And so on.

These people themselves recognize that their snap judgments may be unsound because one day's news focuses on but a microscopic spot in the whole problem. Instead of leaping, they want to know more. They understand that the news columns can't recite for them the whole history of every single event every day.

[Concluded on page 12]

HOW important are editorial pages—particularly in these days of stress and struggle? Have editorial pages lost their influence and prestige?

The Editor asked Forrest W. Seymour, assistant editor of the editorial pages of the Des Moines Register and Tribune and recently named winner of the Pulitzer Prize for editorial writing, for his observations concerning editorials and editorial pages. The accompanying lucid, forceful discussion resulted, which we are pleased to pass along to Quill readers.

Note, please, Mr. Seymour's suggestion that a bit of whimsy, "kidding" or fantasy will help lighten and brighten the editorial page once in a while—also his observation there is "no immutable law preventing editorial columns from being entertaining."

Mr. Seymour began working for the Register and Tribune while a student at Drake University. He worked on the Register at night, going to school and participating in campus activities by day. He is a member of the Drake University chapter of Sigma Delta Chi, professional journalistic fraternity. He would have graduated in 1926, but the combined program of school and work was such that his actual graduation came in 1928.



Drew Pearson

For Washington correspondence



Robert Allen

For Washington correspondence



Alexander Kendrick

For editorial writing



Jack Vincent

For outstanding reporting

THE 1942 Sigma Delta Chi Awards in Journalism for general reporting, editorial writing, editorial cartooning, radio news-writing, Washington correspondence and foreign correspondence have been announced by national headquarters of the professional journalistic fraternity in Chicago.

Winner of the reporting award is Jack Vincent, of *International News Service*, who was cited for his coverage of the Nazi saboteur trial which culminated in his 29-hour scoop on the verdict.

The editorial writing award goes to Alexander Kendrick, of the *Philadelphia Inquirer*, for his series of editorials published under the title of "What Are We Fighting For?"

The editorial cartooning award is given to Jacob Burck, of the *Chicago Daily Times*, for the general excellence of his cartoons during the 12-month period specified in the awards program.

Fulton Lewis, jr., Washington commentator for the Mutual Broadcasting System, is named winner of the radio news-writing award for his series of reports on the synthetic rubber situation.

The Washington correspondence award goes to Drew Pearson and Robert Allen, writers of the "Washington Merry-Go-Round" reports from the nation's capital.

Keith Wheeler, of the *Chicago Daily Times*, was honored for foreign correspondence, for his reports of the American attack on the Gilbert and Marshall Islands, the naval attack on Wake and Marcus Islands and for his articles on the fighting in the Aleutians.

NO award was made for research in journalism by the board of judges, consisting of Dr. Frank L. Mott, dean of the School of Journalism at the University of Missouri; Basil L. Walters, executive editor of the *Minneapolis (Minn.) Star-Journal*; Basil Brewer, publisher of the *New Bedford (Mass.) Standard-Times*;

Eugene Pulliam, owner and manager of radio station WIRE, Indianapolis, Ind.; L. D. Hotchkiss, managing editor of the *Los Angeles (Calif.) Times*; Ralph McGill, editor of the *Atlanta (Ga.) Constitution*; and Elmo Scott Watson, editor of the *Publishers' Auxiliary*, Chicago.

The annual award for Courage in Journalism, given "for an important public service rendered in the face of strong opposition from antisocial forces" was announced previously. It went to Glenn W. Beneke, editor and publisher of a country weekly, the *Guthrie County Vedette*, at Panora, Iowa, for his successful clean-up of financial affairs in his home county.

Honorable mention was given to the *New York* newspaper, *PM*, for its exposé of Father Coughlin which resulted in the barring of his newspaper, *Social Justice*, from the mails.

Winners of the awards will be given bronze medallions with accompanying certificates.

CITATIONS for the outstanding work of the winners were made by the judges as follows:

Jack Vincent (general reporting): "His coverage of the Nazi saboteur trial and his 29-hour scoop are examples of alert news reporting at its best. His scoop provided proof that old-time reporting is not dead. Here was a spot news story being covered by dozens of newspapermen. To achieve the scoop required considerable enterprise, and it should provide an inspiration for newspapering in the future.

"There is too much handout reporting today. His scoop wasn't merely a flash in the pan or a lucky break. He does a splendid job day by day. There has been no let-down in the quality of his reporting since his scoop brought him nation-wide acclaim."

Alexander Kendrick (editorial writing): "Each one of these editorials is

short, concise, very much to the point in developing each idea that answers the question of what we are fighting for in this war. The writing itself is simple, graphic, easily understood—all prime factors in a good editorial. Moreover, these editorials have 'eye appeal' since each included an illustration appropriate to the theme of that particular editorial.

"It is easy to imagine the impact of such editorials upon the newspaper-reading public in a city as large as Philadelphia, and the cumulative effect of them must have been very great indeed. If there were more editorials of this kind, the familiar saying that 'people don't read editorials any more' would no longer be true—if, indeed, it were ever true."

Jacob Burck (editorial cartooning): "A-No. 1 cartoonist."

Fulton Lewis, jr. (radio news-writing): "He not only has done an excellent bit of reporting but also an outstanding bit of research and getting at the facts."

ROBERT ALLEN and **DREW PEARSON** (Washington correspondence): "This award should go to the reporter (or reporters) who through his or their own diligence have gone behind the obvious in a desire to inform their readers. It is the 'story behind the story' which makes any report of news outstanding, and in this field Pearson and Allen excel among those whose work was nominated for this award. This pair dig for facts which we must all agree are much more con-

"For Distinguishing"



This reproduction, in actual size, Delta Chi's Award for Distinguishing Achievement in Journalism

Sigma Delta Chi Makes Ann



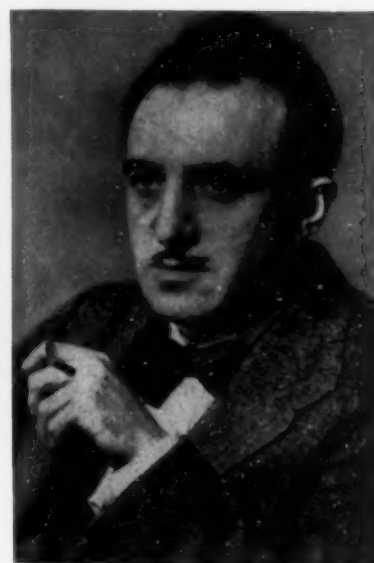
Jack Vincent
For outstanding reporting



Keith Wheeler
For foreign correspondence



Fulton Lewis, jr.
For radio newswriting



Jacob Burck
For editorial cartoons

Annual Awards in Journalism

vincing than either theory or personal opinion."

Keith Wheeler (foreign correspondence): "His work represents an 'outstanding job' of reporting, and his articles on the fighting in the Aleutians constitute one of the real newspaper scoops of the war. His writing is not dramatic in style—rather, it is distinguished for its simplicity of style—but he gives his readers a front-row view—they can both see and understand. It is, of course, beside the mark that the *Times* offered the Wheeler series without charge to the press, but it does not render less agreeable the fact that the *Times* will share honors with Wheeler in making this award to him."

"Distinguished Service"



actual size, shows the front of Sigma Delta Chi Distinguished Service in Journalism.

JACK VINCENT, 34, recipient of the reporting award, is a native of Columbus, O., where he was graduated from Aquinas College. He joined *International News Service* staff in 1928 and served in the Columbus, Cleveland, Pittsburgh, Detroit and Chicago bureaus before being assigned to Washington in February, 1943.

His assignments have included many outstanding stories, including the Ohio Penitentiary fire; the trial of Dr. Snook in Columbus; the Dillinger trials at Lima, O.; the Black Legion trials in Detroit and many of the most significant labor stories.

He was co-winner with William K. Hutchinson, Washington bureau manager for *INS*, of the National Headliners Club Award for 1943 for Best Domestic Spot News Coverage, based on the

scoop scored on the fate of the Nazi saboteurs.

FULTON LEWIS, jr. (he insists on "jr." being written that way) was born in Washington, D. C., April 30, 1903. He was educated at the University of Virginia, returning home after graduation and taking a cub reporter's job with the *Washington Herald*. Four years later he joined the Washington bureau of *International News Service* and for 10 years reported national affairs for that organization. During that period he also wrote the widely syndicated column, "Washington Sideshow."

In 1937, Radio Station WOL offered him a job as local news commentator, and he soon found himself broadcasting national affairs for the entire Mutual network.

Lewis gathers his own news, writes an average of 2,000 words a day, is an ardent fisherman and led the fight which gained Congressional press facilities for radio commentators and reporters. He insists on broadcasting, whenever possible, first-hand information direct from the scene of action.

DREW PEARSON was born in Evanston, Ill., in 1897 and was graduated from Swarthmore College in 1919. He went to the Balkans with the British Red Cross, later becoming head of the Quaker relief work in Serbia, Albania and Montenegro. Two years later, he joined the faculty of the University of Pennsylvania, remaining there a year.

In 1922, he shipped as a seaman on the S.S. "President Madison" out of Seattle and landed in Yokohama. In the year and a half that followed, he wandered around Japan and Russia, then went to the Philippines and Australia, lecturing in Australia and New Zealand for six months; then he went to London, where he wrote for newspapers in Australia,

India and South Africa. He returned to America and had another go at teaching, this time at Columbia, then was off to Japan and China again. All this time he had been writing also for American newspapers and magazines. He became foreign editor of the *United States Daily* in 1926, joined the Washington staff of the *Baltimore Sun* in 1929 and has continued to report Washington affairs from that time on.

BOB ALLEN, Drew Pearson's co-worker, now in the armed forces, is a Kentuckian, having been born in Latonia in 1898. A fighter and writer born, he joined the Pershing expedition into Mexico after Villa in 1916. He went overseas with the cavalry in World War 1, was wounded, served in the Army of Occupation and came back a boy lieutenant.

He worked his way through the University of Wisconsin, winning a scholarship for study abroad. He chose a year at the University of Munich. While he was in Munich, the Ludendorff-Hitler putsch took place, and he reported it for the *Christian Science Monitor*. This led to a roving *Monitor* assignment through Central Europe and Italy.

Returning to the United States in 1924, he took an active part in the LaFollette campaign for the presidency. The following year he joined the Washington bureau of the *Christian Science Monitor*, becoming head of the bureau in 1929. From that time on he has reported national and international affairs, has traveled widely, and, in collaboration with Pearson, has written numerous books and articles while producing the widely read "Washington Merry-Go-Round."

KEITH WHEELER, whose reports of the fighting in the Aleutians brought him SDX's award, also the National Headliners award for foreign reporting, was born April 17, 1911, at Carrington, N. D. He attended college in Huron, S. D., and began his journalistic career there as a reporter on the *Evening Huronite*. He joined the staff of the *Chicago Times* in 1937.

An accredited correspondent with the

Pacific Fleet, Wheeler has covered many spectacular battles and events. He witnessed the take-off of Doolittle and his bombers for the Tokyo raid and sent an exclusive dispatch to the *Times* which was held up for a year by Navy censors, pending release of the facts on the raid.

WINNERS of the 1941 Sigma Delta Chi Awards in Journalism were: Foreign correspondence, Leland Stowe, Chicago *Daily News*; general reporting: Basil Brewer, New Bedford (Mass.) *Standard-Times*; editorial writing: Allen Drury, then with the weekly *Tulare* (Calif.) *Bee*; radio newswriting: Cecil Brown, Columbia Broadcasting System; research in journalism: Dr. Paul F. Lazarfeld, Office of Radio Research, Columbia University. No awards were made for editorial cartooning, Washington correspondence, or Courage in Journalism.

BusinessPaper

[Concluded from page 6]

gressive) manufacturers of left-handed typewriters, announces a new right-handed machine. It will carry all the features of the old Jones Typewriter (now preferred by more than 14,000 offices in America). John Q. Jones, President, says that first-year production is planned in terms of 5,000 units. (He states: "This new right-handed model will revolutionize . . . etc.")

The words inside the parenthesis would look well if set in wide margins as advertising space, but they do not belong in editorial matter.

IN the commentary or essay-type article, the writer may deal with an abstraction, such as "This Business of Writing for Business Magazines." Or, quite different, the article might comment upon and analyze a report.

This report might come from 30 different sources, each source adding its share of confirmation to the thesis, "Co-operative Marketing Pays" or is doomed. Another article from varied sources might raise the question, "Is Our System of 30-Day Credits Sound?" Another might attempt to prove "Motor Trucks Cannot Replace Railroads," or vice versa.

The editor of *Factory* might be interested in an article showing how experience in war-construction will affect industrial building design, materials, and construction methods afterward. Another editor might be equally interested in practical methods of re-absorbing soldiers into industry at the end of the war.

Such an article would necessarily go more deeply than mere personnel. It might show that the only means of spreading employment after the war will be to keep war plants humming in the manufacture of consumers' goods with resultant expansion of advertising programs, sales promotional material, dealer helps—anything to promote wider consumer acceptance in order to keep factory personnel, distributors, transportation, retail clerks, office people—all the elements in modern distribution—on pay

Journalistic Courage



Glenn W. Beneke

Mr. Beneke, editor and publisher of the weekly *Guthrie County Vedette*, at Panora, Iowa, received Sigma Delta Chi's Distinguished Service Award for Courage in Journalism, given for "an important public service rendered in the face of strong opposition from antisocial forces," as announced in *The Quill* for June.

rolls so they can buy consumer goods, to avert a second depression.

THERE is no sure-fire formula for organizing material that will appeal to every business writer or that will please every editor.

But there are three devices, purely mechanical, as sound for this trade as are tricks of the trade in plumbing or car repairing.

(1) Let the first paragraph or two set the theme either in direct statement or by inference. The opening paragraphs of this story implied that because business publications constitute Big Business and worth-while outlets for writers, this article may be worth reading by those who consider writing as a "business." Then comes the exposition of the theme. The story will end with the implication that the original statement has been proved, at least to some extent. That is Device Number One.

(2) Collect closely related materials into "packages." Consider the order in which the packages are to be absorbed by the reader rather than "opening" them progressively and spilling the contents into the typewriter. Before discarding, check the "bags" to be sure that no crumbs remain in the bottom. Do not nibble at the contents of one package, then drop it and attempt to pick it up again several paragraphs later. The reader would be forced to think back to get the connection. That breaks the smooth flow. As example—We are now finished with "packages."

(3) The third device is based upon the fact that a sure means to inform

someone else is to develop from the known to the unknown. For instance: At various places in this story, comparisons between newspapers and business magazines have been made. This device was used because every reader is familiar with the daily newspaper, many of them intimately. On the assumption that readers are not as familiar with business papers, comparisons have been drawn frequently from the known newspaper to the unknown business paper.

TO discuss in *THE QUILL* other devices which connect units of informative material would discount the experience and abilities of its readers. Such devices consist of fundamental sentence structure, paragraphing, unity, coherence, the A B C's of linking words together into an acceptable chain.

One device that appeared early in the first section of this story is worth mentioning—as a warning. The statement was made that most material falls into two broad divisions: news reporting and essay-commentary type. Then a third unimportant division was mentioned and immediately illustrated at some length. Logically, this should have followed the two main divisions. But one who writes regularly may be pardoned perhaps for emulating the professional golfer who plays a deliberate slice far out over the rough, just for the fun of seeing the ball curve back to the fairway. However, in writing, as in golf, it is always safer to play straight down the fairway.

The green, in any type of business writing, is reached when the readers' interest has been held to the finish. It is possible that some readers of *THE QUILL* will have broadened their outlook upon this business of writing for business magazines, which is a worth-while market for those who consider writing as a trade and who will utilize trade tools.

[Copyright, 1943]

Soldier-Scribe

[Continued from page 5]

"AT THE FRONT IN NEW GUINEA (By Radio)—Any school kid can tell you that the equator's an imaginary line running around the center of the earth but all the brains in the world couldn't locate the front line in New Guinea. There just ain't no such thing.

"One newcomer, creeping up through the mud to a grimy, sweating Yank in a fox hole, asked the veteran where the front line was.

"We don't fight that way, buddy," was the answer. "There are Japs up ahead but there also may be Japs behind me and I'm sure as hell there's a couple of them a few yards over to the side. We can't be bothered with technicalities like front lines. We just keep looking for Japs, killing them and pushing ahead."

SUCH are the stories coming from the [Concluded on page 12]

THE QUILL for July-August, 1943

Combat Correspondent



Sergt. Hans R. Johansen

Sergt. Johansen (Florida '32), of Clearwater, Fla., is one of the numerous members of Sigma Delta Chi, professional journalistic fraternity, serving Uncle Sam as "writin' and fightin'" members of the Marine Corps Correspondents.

More than 100 reporters and photographers are now serving as combat correspondents in far-flung corners of the world, wherever Marines are stationed. The correspondents, organized by Brig.-Gen. Robert L. Denig, Director of Public Relations, U. S. Marine Corps, celebrated their first anniversary in April.

ALBERT L. STOFFEL (Kentucky '31), formerly of the news department of the Roanoke (Va.) *Times* and *World-News* and director of publicity for the Richmond Chamber of Commerce since April, 1942, has been commissioned a lieutenant (j.g.) in the U. S. Naval Reserve.

DAVID C. WELLING (Illinois '37), has been commissioned a lieutenant in the Army Air Corps following completion of training at the Army Advanced Flying School at Altus, Okla. After graduation, Welling became city editor of the *Evening Courier*, Urbana, Ill., later edited the *Watchword* of the Elgin National Watch Company at Elgin, Ill.

CAPT. JAMES A. SULLIVAN, former Mahanoy City, Pa., newspaperman who was manager of the San Francisco office of the *United Press* before he entered the Army, has been promoted to the rank of major in the United States Army at Fort Mason, Calif.

DON B. PAUSCHERT (Northwestern-Professional '39), former president of S.I.E.A., who willingly entered the service as a private, is now a lieutenant. His address is Station Hospital, Camp Robinson, Ark.

LIEUT. JOSEPH B. CAMPBELL (Illinois '28), publisher of the Nashville (Ill.) *Journal*, is stationed in Washington with the Chief of Naval Operations of the United States fleet.

THE QUILL for July-August, 1943

SERVING UNCLE SAM

LIEUT. JACK TALBOT (Iowa '43) has been transferred from Ft. Benning, Ga., to Camp Howze, Texas.

GILBERT MAIENKNECHT (Iowa '41) is a private first class in the United States C. A. Bn, Fort Fisher, N. C. He is a news reporter for Headquarters Battery and the 391st C. A. battalion, and also does some public relations work for the battalion.

ROBERT P. HOGAN (Iowa '37) is a yeoman second class at the U. S. Naval Air Station at Lakehurst, N. J.

LOREN T. WALSH (Iowa '43) is stationed with the United States Army Air Forces at Iowa State Teachers College, Cedar Falls, Ia.

SECOND LIEUT. DONALD OHL (Iowa '42) is stationed with the Signal Corps at Camp Kohler, Calif.

JOHN KASBEER (Iowa '36) is a personnel sergeant major with the rating of technical sergeant in the 8th field artillery observation battalion at Camp Blanding, Fla.

LORME GILJE (Iowa '29) received his captain's commission in the Army postal service in 1942 and is now on a foreign assignment.

ENSIGN JAMES F. FOX (Iowa '39) has been transferred from Norfolk, Va., to U. S. S., LST 318, Fleet Post Office, New York.

PVT. H. CLAUDE PEER (Iowa '32) is serving in the Army Air Forces as an armorer in the Hawaiian Islands.

LIEUT. THEODORE F. KOOP (Iowa '27) is special assistant to the Director of Censorship, Washington, D. C., and also acts as head of the administrative division of that office.

NEWS EDITOR JOHN BALDRIDGE (Missouri '35), of the Chariton, (Ia.) newspapers, has joined the Navy at Jacksonville, Fla.

KENNETH L. BOWEN (Stanford-Professional '41), former editor, Redwood City, (Cal.) *Tribune*, who entered the Navy last May, has been advanced from a lieutenant junior grade to lieutenant.

PVT. WILLIAM K. ULERICH (Penn State-Professional '31), editor and associate publisher of the *Center Daily Times*, State College, Pa., on leave, is now taking basic training at the Infantry Replacement Center at Ft. McClellan, Ala.

HARRY W. AUGUST (Ohio State '20), news editor of the *Pittsburgh Press*, is on leave of absence in the U. S. Naval Reserve and assigned to Columbia University as a lieutenant.

GEORGE McCADDEN (Stanford-Professional '41), formerly with the *U. P.'s* illustrated service in San Francisco, who joined the Army some months ago, is now a second lieutenant in the Air Corps and is stationed at Marfa, Texas.

LOUIS P. CASHMAN, JR., (Washington & Lee '35) has been promoted to the rank of first lieutenant.

1ST LIEUT. HU K. GAGOS (Stanford '30), formerly West Coast UP radio manager, has been transferred as assistant public relations officer of Mather Field, Sacramento, Calif., to a similar assignment at Williams Field, Ariz.

Dies in Crash



Lieut. Perry W. Blain

Lieut. Blain, 25, graduate of the University of Illinois School of Journalism in 1938, former sports editor of the *Daily Illini* and a member of the Illinois chapter of Sigma Delta Chi, was killed Feb. 27 in a plane crash near Vicksburg, Miss.

Born in Manhattan, Kan., July 1, 1917, he was the son of Mr. and Mrs. Glenn R. Blain, 824 Jefferson street, Springfield, Mo. Before becoming an aviation cadet, he and Robert Hardaker, Illinois '39, published the *Shelbyville* (Ill.) *Democrat*.

Lieut. Blain received his primary training at Corsicana, Texas, and his basic at Randolph Field, Texas, before going to Lubbock Army Flying School, Lubbock, Texas, for advanced training. He was graduated with the class of 42-E at this twin-engined advanced flying school and served as an instructor at Lubbock and later at Blackland Flying School, Waco, Texas.

LIEUT.-COL. WALTER M. HARRISON (Oklahoma '20), managing editor of the *Daily Oklahoman* and Oklahoma City (Okla.) *Times*, now on leave of absence for military service, has been transferred from foreign service to a post in the Army Services of Supply in Washington, D. C.

OWEN BRICE (Georgia '40), associate editor of the *Lake Wales* (Fla.) *News*, has been promoted to corporal. He is taking advanced training for special service in the Army.

LUCIEN A. FILE (Northwestern-Professional '39), associate editor of the *Chester* (Ill.) *Herald-Tribune*, has received his commission as lieutenant (j.g.) in the Navy.

PFC. LEO MORES (Iowa State '38), former publisher of the *Harlan* (Iowa) *Tribune*, is now in the news bureau department of the Army in the old Federal Building in Des Moines, Iowa.

ROBERT H. INGRAM (Iowa '33) is a second lieutenant in the Army Air Forces, stationed at Yale University as an instructor in communications.

THE WRITE OF WAY

By William A. Rutledge III

Comedy Formula

HOLLYWOOD, CALIF.

THAT people like to be entertained is the basic fact of the motion picture industry.

Director Jean Yarbrough adds, "The best entertainment is to make them laugh. So, make 'em laugh."

This truism applies to the writing of books, short stories, articles, plays, radio drama, and newspaper features as well as movies. People like to be entertained—and informed.

DURING his days in Hollywood, Yarbrough has directed many of the movies' most successful funny men, including Laurel and Hardy, Harold Lloyd, the late Will Rogers, Charlie Chase, Leon Errol, and Ford Sterling.

He doesn't direct Lou Costello and Bud Abbott, slapstick comedians at best, who are the box-office champions of the industry. Laurel and Hardy are coming to life again at Twentieth Century-Fox Studios, which is producing several full-length features around them.

Sid Grauman, multimillionaire theatrical magnate of Hollywood, tells me that in his opinion one of the biggest jobs in Europe after the peace will be that of entertaining the people who have been pulverized between the millstones of war since 1933, when Corporal Adolf Hitler became the dictator of the Third Reich.

The most successful stage presentations on the West Coast during these times have been light and diverting comedy. Ken Murray, with Grauman's money, put on a loosely knit program of old-fashioned vaudeville under the title of "Blackouts of 1942," and the show is still packing

'em in at its Hollywood stand, now "Blackouts of 1943." Bill Robinson, the Negro tap dance wizard, assembled a light and airy show, "Born Happy," and with Grauman as the "angel" has put over a solid hit now settling down to a long run in Los Angeles after a highly profitable run in San Francisco.

WELL, back to Mr. Yarbrough. He has a simple comedy formula which he says he's been using for 20 years in the movies. "So, make 'em laugh" is his motto.

Here's how he does it:

"The basis of good comedy is merely pointing up a situation until it is out of proportion to the ordinary, out of proportion to reality. Once you learn the secret of proper timing, you're a cinch."

As a postscript, Yarbrough says, "Any director who can make good comedies can make any kind of picture successfully."

The veteran director delights in improvising dialogue and situations as he goes along. The scenario writers are often startled when they go to the previews, but the net result is usually quite gratifying to audiences.

YARBROUGH is a graduate of the custard-pie school of Hollywood comedians. His first experience was gained in making slapstick two-reelers of the days when you and I were kids.

He can reel off an imposing list of top-flight directors of the present day who learned the comedy trade in these custard-pie two-reelers.

Other grads from that school include such successful directors as Lloyd Bacon, Eddie Cline, William Seiter, George Stevens, Leo McCarey, George Marshall, Richard Wallace, Roy del Ruth, Norman Taurog, Wesley Ruggles, and Mark Sandrich.

YARBROUGH came from Marianna, Ark., to the University of the South at Seawane, Tenn., where he says he played football "but didn't accomplish anything else."

He came to Hollywood with a letter of introduction to Hal Roach, the producer, who read the letter and hired him as his chauffeur. After so much driving, Yarbrough decided he wasn't getting anywhere. He told Roach he was quitting. The producer asked him to talk the matter over. Yarbrough told Roach he wanted to get into the movies.

"Okay," said Roach, "so I'll put you in the movies. Will you start as a prop man?"

Yarbrough worked himself up to assistant director and then moved over to Mack Sennett Studios. He then went to RKO-Radio as a director and writer—of comedy.

For recreation and relaxation, Yarbrough confesses that he goes to the movies, comedy preferred.

RICHARD BERGHOLZ (Washington '38), with the *Associated Press* in Sacramento, Calif., and formerly reporter on the *Ventura* (Calif.) *Star-Free Press*, has been transferred as AP correspondent in Reno, Nev.

Editorial Pages

[Concluded from page 7]

They come to rely, therefore, on other viewpoints in which they have confidence. They seek other, better informed conclusions against which to compare their own attitudes. They may agree or disagree with the editor, but assuming that he has a reputation for integrity, his conclusions give them something solid and responsible against which to check their own. For they expect the editorial columns to know all the background and all the less obvious factors which they themselves may have overlooked—that's an editor's business, isn't it? So they expect to glean hints from his comment that will fill in the missing pieces of their puzzles.

At least occasionally, an editorial writer ought to hear somebody say, "I don't agree with you altogether, but you certainly straightened me out about a lot of things."

INCIDENTALLY, no one is ever likely to say this to the editorial writer who is passionate about every subject that comes along, who sees only the black and white and never the gray, who speaks patronizingly and Jove-like to all who fail to acknowledge his omniscience, and who considers all of his opponents intellectually illegitimate.

But there is no immutable law preventing editorial columns from being entertaining, as well as informative and persuasive about serious things. On the contrary, if a bit of whimsy or "kidding" or fantasy doesn't lighten and brighten up the columns at least once in a while, there are not apt to be many readers to inform or persuade.

Don't be afraid to view with alarm the putting of flour into the filling of fruit pies, or to sympathize with young matrons concerning the wartime shortage of diapers. They love it. And if you do a reasonably good job, you can have just as many fans as any department in the newspaper.

Soldier-Scribe

[Concluded from page 10]

pen of YANK Correspondent Sergt. Dave Richardson of the U. S. A., Australia, New Guinea and points southwest. The Sigma Delta Chi member finds this type of reporting somewhat more dangerous than his former civilian newshawking, but decidedly more exciting.

In Dave's own words, "Working for YANK is the greatest experience of my life. The boys down here eat the paper up—when they can get their hands on a copy. But in New Guinea, certain Jap post exchange officers frown on YANK and hate the sight of me. But then, the Japs are probably too busy worrying about their approaching doom to find time to read!"

THE QUILL for July-August, 1943

National insurance trade paper issuing twice a week wants associate editor to handle rewrite, special articles and make-up. Permanent position. Prefer one with some knowledge of insurance. Must have some newspaper, magazine or trade paper experience. Write giving full details including: Age, marital and draft status; education, religion; experience and chronological record of past business connections; salary expected. Send recent photo and samples of published writings to:

FRED C. CROWELL, JR., Editor
The Insurance Field
Louisville, Kentucky

MANUSCRIPTS

MARKETED—REVISED—CRITICIZED

BILL RUTLEDGE

6877 Yaeger Place Hollywood, Calif.

Scholarship Awards Given 108 Graduates by Sigma Delta Chi

44 Men and 64 Women in 34 Schools
and Departments of Journalism
Receive Recognition

ONE hundred and eight men and women journalism students graduated in May and June have received the Scholarship Award certificates given annually by Sigma Delta Chi, professional journalistic fraternity, Dr. Douglass W. Miller, acting dean of the School of Journalism, Syracuse University, chairman of the fraternity's committee handling the award program, has announced.

Forty-four men and 64 women qualified for the distinction by having established scholastic ratings placing them in the upper 10 per cent of their graduating classes. All college work for four years is taken into consideration. Thirty-four schools and departments of journalism where Sigma Delta Chi has chapters were represented.

Other members of the committee are: Prof. Eugene W. Sharp, School of Journalism, University of Missouri; Prof. M. G. Osborn, director, School of Journalism, Louisiana State University; and Prof. Charles M. Hulten, School of Journalism, University of Oregon.

The Scholarship Award program was established in 1927 to recognize superior scholarship in all college courses, in keeping with the fraternity's policy to encourage broad preparation for entry into the professional field of journalism.

FOLLOWING is a list of the 1943 winners of the award:

BUTLER UNIVERSITY—Mildred Reimer.
UNIVERSITY OF COLORADO—Doris Blackburn.
DRAKE UNIVERSITY—Robert Spiegel.
EMORY UNIVERSITY—Rutherford Mell Poats, Leon Louis Polstein.
UNIVERSITY OF FLORIDA—Homer Erie Hooks.
UNIVERSITY OF GEORGIA—Sara K. Etheredge, Rose Jackson Polatty, Betty Fleetwood.
UNIVERSITY OF ILLINOIS—Eileen Enza Cameron, Betty Lou Gibson, Edith May Dyer, Joan Joiner, William J. Drake.
INDIANA UNIVERSITY—Wilfred Herman Lusher, Marguerite Audrey Brown, Frances Lee King.
UNIVERSITY OF IOWA—James R. Roach, Mary Patricia Flynn, June P. Milner, Beulah Blagden Stowe, Rose Mary Randall.
IOWA STATE COLLEGE—Lyle C. Abbott.
UNIVERSITY OF KANSAS—Miriam Abele, John Donald Keown, John Joseph Conard.
KANSAS STATE COLLEGE—Mary Margaret Arnold, Hurst Majors, Mary Marjorie Willis.
LOUISIANA STATE UNIVERSITY—Dee Walker, Lloyd Lenard.
MARQUETTE UNIVERSITY—Elizabeth Taft, Jeanne Schumann, June Hadfield, Rosemary Gormican.
MICHIGAN STATE COLLEGE—Ellis N. Brandt, Sidney A. Levy.
UNIVERSITY OF MINNESOTA—Carol Alchele, William Caldwell, Gladys Crowther, Glenn G. Hanson, Harold Quarfoth, Jean Stewart.
UNIVERSITY OF MISSOURI—Paul Noel Williams, Russell Newell Woods, Alfred Lester Horowitz, Richard Warren Lieban, Pearl Sternneck, Benjamin F. Phlegar, Pansy Flora Summit, Patty Jean Stump, Beverly Rhea Hofland, David Mun-Sen Leong, Sally Ann Hausle, William Goldstein, Ewart Monroe Terry, Virginia Marie Thayer, Betty Lou Young.
MONTANA STATE UNIVERSITY—Dorothy Rochon, Lucille Williams.
UNIVERSITY OF NORTH DAKOTA—Warren Patterson.
NORTHWESTERN UNIVERSITY—Roberta Block, Marilyn Laskey, Mary McCall, Bruce A. Wilson.
OHIO UNIVERSITY—Ernestine Dean Beebe, Robert James Cook, Norma Mabel Gibbs.

THE QUILL for July-August, 1943

Joins Air Lines Staff



Edward Marion Johnson

Johnson, Wisconsin '19, transportation marketing expert and prominent journalist, became director of a new department of planning and research of Delta Air Lines at Atlanta, Ga., June 1.

Formerly on the staff of Joseph B. Eastman, Federal Coordinator of Transportation, and recently chairman of the Department of Business Management in the School of Journalism at Syracuse University and Manager of the New York Press Association, Johnson was associated with Delta in 1939 as a marketing expert in proceedings before the Civil Aeronautics Board.

Before accepting his appointment at Syracuse, he was director of marketing research and advertising manager of the Traffic Service Corporation for five years. Earlier, he had been vice president in charge of research and advertising for the Travel Guild, Inc., Chicago.

He was chairman of the Department of Journalism at the University of Minnesota from 1926 to 1929. Previous to that, he served for seven years on the journalism faculty at the University of Wisconsin. In 1929 he was president of the American Association of Teachers of Journalism.

OHIO STATE UNIVERSITY—Martha L. Saenger, Ed Glick, Alexander Kublansky.
UNIVERSITY OF OKLAHOMA—Marjorie Jean Trent, Amy Lee Hill, Mima Magoffin Smethers.

UNIVERSITY OF OREGON—Clarethe Rose-lund, Raymond J. Schrick, Mildred Wilson.

PENNSYLVANIA STATE COLLEGE—Donald Walter Davis, Jr., Dominick Leo Golab, Jean Appleton Kelly, Marjorie Lee Sykes, David Mitchell Thompson, Herbert John Zukauskas.

UNIVERSITY OF SOUTHERN CALIFORNIA—Gordon C. Wilson, Dorothea Rawa.

SOUTH DAKOTA STATE COLLEGE—Janet Thatcher.

SOUTHERN METHODIST UNIVERSITY—Hubert Lanham Deal.

STANFORD UNIVERSITY—Charles Edward Allen, Louise M. Purwin.

SYRACUSE UNIVERSITY—Beatrice Tarrow, Virginia Schill.

TEMPLE UNIVERSITY—Alma M. Fry, H. Rita Epstein.

UNIVERSITY OF TEXAS—Jack Bascom Brooks, Ruth A. Eberhardt, Ralph Frede, Jane Harkrider, Margaret Mayer.

Outstanding Seniors in 34 Schools Cited by Sigma Delta Chi

"Certificates of Achievement"
Awarded to Men Journalism
Graduates by Fraternity

"CITATION FOR ACHIEVEMENT" certificates, presented annually by Sigma Delta Chi, professional journalistic fraternity, have been awarded this year to 34 men graduates in journalism selected as outstanding in their classes at colleges and universities where the fraternity has chapters.

The selections are made on the basis of character, scholarship in all college work, and competence to perform journalistic tasks. The decision in each case is made by a committee composed of student, faculty, and professional members of the organization.

The purpose of the citations, which are not restricted to members of Sigma Delta Chi, is to foster high standards and encourage broad and thorough preparation by students intending to follow journalism as a career.

The men receiving the distinction this year were:

Robert G. Schalk, Butler University; Frank Lloyd Karsh, University of Colorado; Paul Manning Kelsey, Cornell University; Robert Spiegel, Drake University; Rutherford Mell Poats, Emory University; Clay C. Codrington, University of Florida; Willis Johnson, Jr., University of Georgia; Kenneth E. Herron, University of Illinois; Wilfred Herman Lusher, Indiana University.

Robert M. Buckley, University of Iowa; Lyle C. Abbott, Iowa State College; John Joseph Conrad, University of Kansas; Robert D. Gahagen, Kansas State College; Melvin Ray Jones, Louisiana State University; James E. O'Brien, Marquette University; Leonard Rudolph Barnes, Jr., Michigan State College; Glenn G. Hanson, University of Minnesota; Ben F. Phlegar, University of Missouri.

Jere Coffey, Montana State University; Larry Schlasinger, University of North Dakota; Baskette Mosse, Northwestern University; Robert James Cook, Ohio University; George W. Cornell, University of Oklahoma; Raymond J. Schrick, University of Oregon; Glenn T. Schaeffer, Oregon State College; Dominick Leo Golab, Pennsylvania State College; Dale E. Butz, Purdue University.

Marshall Kizziah, University of Southern California; Wilson W. Crook, Jr., Southern Methodist University; Robert G. Hennemuth, Syracuse University; Joseph D. Schwendeman, Temple University; Jack Bascom Brooks, University of Texas; Wallace J. MacKay, University of Washington; and Lloyd E. Kronsoble, University of Wisconsin.

EDWARD R. MURROW (Washington State-Professional '42), CBS European news chief in London, recently returned for a six-week furlough.

UNIVERSITY OF WASHINGTON—Robert McCarter, Mark Muin, Fern Bagley.
UNIVERSITY OF WISCONSIN—Lloyd E. Kronsoble, M. Louise Major, Jeanne E. Rodger, C. Joyce Ganssle, Mary Ellen Pomeroy, Margaret C. Power, Ena M. Richards.

• THE BOOK BEAT •

Grabby Japs

CIRCUIT OF CONQUEST, by Relman Morin. 361 pp. Knopf, New York. \$3.00.

Relman Morin was the AP's Tokyo correspondent from 1937 to December, 1940. Then he took a "vacation" which found him in Shanghai, Manila, Singapore, Java, French Indo-China, and many other places that the Japanese now occupy.

Morin praises Dutch colonial administration but lashes out at the work of the French and British. The AP correspondent spent most time in Java and French Indo-China. As a result, these two chapters are the most informative and the best handled.

He was in Java while the Japanese-Netherlands Indies economic conferences took place. Words of praise are written for Governor van Mook, who procrastinated, quibbled, made much ado about nothing, thus gaining much needed time. But unlike the Munich conference, which was allegedly to gain time, van Mook didn't give an inch.

The fact that Morin came back on the "Gripsholm" and didn't rush his book to the publishers gives his story more perspective and results in a more carefully written book.—D. F.

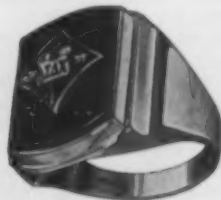
Arab Argosy

THE ARABS, A Short History for Americans, by Philip K. Hitti. 224 pp. Princeton University Press, Princeton, N. J. \$2.

Americans, whether they like it or not—and Republican isolationists to the con-

Wear Your SDX Emblem

It's a symbol of distinction in your daily associations—whether it be the badge, key, or the handsome ring illustrated here.



Offered in gold or sterling, with plain, enameled or onyx top, the ring is priced from \$6.50 to \$18.00, plus Federal 10% tax.

Badge—\$5.00; Key—\$6.00. Add Federal 10% tax.

Order from Sigma Delta Chi, 35 East Wacker Drive, Chicago, Ill., or from the fraternity's official jeweler—

L. G. BALFOUR CO.
ATTLEBORO MASS.

Book Bulletins

RETREAT WITH STILWELL, by Jack Belden. 368 pp. Alfred A. Knopf, New York. \$3.

Long after the present conflict has ended, men will be writing of what happened in Burma and why. And they probably will draw largely upon this volume, written by a newspaperman who was there through it all, Jack Belden, correspondent in turn for the *United Press*, *International News Service* and *Time*, Inc.

He gives the background of the battle for Burma, tells of the brave but futile effort to win a war that had been lost years before by the politicians and the bureaucrats, and then recounts in penetrating detail the bitter retreat which brought a little band of survivors, led by a tough American general, to safety.

★

THEY CALL IT PACIFIC, by Clark Lee. 374 pp. The Viking Press, New York. \$3.

This is Clark Lee's account of the war in the Orient from the opening raid on Manila to the battle for the Solomon Islands, an account written from firsthand experiences by a man who has seen as much, if not more, of the fighting in that area than any other correspondent. Lee, a graduate of the School of Journalism at Rutgers in 1929, formerly with the *Associated Press*, recently shifted to *International News Service*.

★

KENDALL OF THE PICAYUNE, by Fayette Copeland. 351 pp. University of Oklahoma Press, Norman, Okla. \$3.

Wherever there have been pioneers there have been pioneers of the pen; men who created newspapers that chronicled the march of civilization, the front pages of which are the history of the frontier. Many of these men and much of their work have been neglected.

George Wilkins Kendall, who founded the *New Orleans Picayune* in 1837; who played a personal part in stirring events of the South and Southwest and who was the first modern war correspondent, has been the subject of various articles and something of his career has been recorded in various books.

This, however, is the first full biography of a man who played a most interesting role in America's era of expansion. The author, Fayette Copeland, is professor of journalism at the University of Oklahoma. He spent more than six years assembling the material he has woven together in his colorful journal of a journalist.

trary—must become global minded—and global informed. (And that, Rep. Luce, is NO "globaloney.")

It goes without saying that American newspaper readers have learned more geography in the last two or three years than they ever learned before. They have learned more about people, cultures, nations and exotic-sounding foreign cities and countries than they would have learned in a lifetime had World War II not come to pass. And they've just started to learn!

Among other things, America and Americans must learn to know and get along with the Arab world. This volume, intended for sale and use only in the United States, is a condensed version of Mr. Hitti's monumental "History of the Arabs," published by Macmillan and known to scholars throughout the English speaking world. It was prepared by Byron Dexter in collaboration with the author.

Brief, swiftly moving, a volume that can be read with enjoyment while at the same time imparting valuable background for

current events, it should be pleasant but compulsory reading for every newspaperman dealing in any way with the swiftly shifting panorama of modern times.

Writing Wrinkles

HOW TO WRITE by Stephen Leacock. 268 pp. Dodd, Mead & Co., New York. \$2.50.

"Pontifical prelates fulminate anathemas denouncing heretical doctrines," writes Stephen Leacock, is no better than "Holy men chide wicked words." The people's favorite humorist is still funny, but he still giving some good pointers on writing.

He says that nothing beats practicing if you want to learn how to write, but there is no guarantee on the result. Inspiration, he says, is only a small part of writing and to prove his point, he quotes Johnson—"He who casts to write a living line must sweat."

Leacock favors simple sentences in writing. He says it's good to know the rules of grammar, but you don't have to let them stifle you. Caesar to Shakespeare to Mr. Chips all are used to support, often in the most amusing manner, the ideas of Stephen Leacock on writing.—D. F.

Doomed by Nazis

THE RISE AND FALL OF THE HOUSE OF ULLSTEIN, by Herman Ullstein. 308 pp. Simon and Schuster, New York. \$3.00.

"The Rise and Fall of the House of Ullstein," is the success story of Europe's largest firm publishing newspapers, periodicals and books which met the fate of all things that might prove to be a force against Hitler's Third Reich.

In 1877, Leopold Ullstein bought the *Berlin Zeitung* as a vehicle for his liberal views. Soon he purchased another paper and then added a picture weekly to his holdings. With a shrewd business manager, exclusive photos from all countries, features and popular novels in serial form, the magazine sold two million copies per week.

Then the founder's five sons took over. More periodicals were added. They appealed to the middle class in one, the super-sophisticated in another, and society ladies, children, and suburbanites in others. The firm published many excellent books, including Remarque's "All Quiet on the Western Front."

The House of Ullstein thought it could live with the Nazis, but the power of a liberal publishing firm was too great. The brothers were forced to sell to a syndicate of banks. The story of the tension and intellectual corruption brings home the power of a free press and the fear that Fascism holds of it.—D. F.

DR. DOUGLAS SOUTHALL FREEMAN (Washington & Lee-National Honorary '36) editor of the *Richmond* (Va.) *News Leader*, has been named chairman of the Ordnance Historical Advisory Committee.

WHEN THE WRITER OF A
MOVIE GETS TOP BILLING..



*that's
news!*

See the picture made from the
book by a newspaperman who
has won wide recognition as
an authority on the Far East...

**THE PICTURE THAT TELLS THE
SHOCKING TRUTH ABOUT THE
JAPS!...** by a man who lived
through it all—and lived to TELL!

JAMES R. YOUNG'S

SENSATIONAL BOOK
SENSATIONALLY SCREENED
BY RKO RADIO

BEHIND THE RISING SUN

with
**MARGO
TOM NEAL
J. CARROL NAISH
ROBERT RYAN
GLORIA HOLDEN**
Directed by
EDWARD DMYTRYK
Original Screen Play by
Emmet Lavery

CURRENT ATTRACTION AT THEATRES EVERYWHERE

NOTE TO EDITORS - 19
An indication of how industrial team-
work can help win the peace as it now
is backing up our fighting men in
helping win the war.

James W. Irwin
James W. Irwin
Monsanto - St. Louis

WE HAVE THIS TO SAY ABOUT PLASTICS

Nothing that an aluminum man can have to say about plastics can add to their virtues or subtract from their very genuine possibilities.

Actually, Alcoa welcomes the credits being made, technically and commercially, by this great and ingenious industry.

This is not much-punk. It is a distinctly good thought.

The more folks who get the big idea that the bright hope of industry, postwar, is to do new things new ways, the more designers who really get down to work, the better for all of us. Improving is a continuous must.

Plastics do many things better than any other material.

Alcoa Aluminum does many things better than any other material.

The two can team up to do a better job for you in certain situations than either could do alone.

As for Alcoa Aluminum, busy seven days a week on war production, we can only remind you that when our strong alloys are again available, you are going to have to throw your old measuring sticks into the scrap heap. New cuts, new strengths, new technology, new facilities.

Of such things will postwar jobs be made. On such things must our "right-day" thinking be concentrated.

ALUMINUM COMPANY OF AMERICA, 2104 Gulf Building, Pittsburgh, Pennsylvania.

Alcoa Aluminum

IMAGINEERING AT WORK

...and we have **THIS** to say
about **METALS**

THIS advertisement by a leading light metals producer talks good, common sense. Obviously, plastics are not going to put metals out of business—as some Sunday feature writers would have you believe. Both groups of materials are cast for leading postwar roles in what we all hope will be a bright new world. Both have their own, unique advantages.

Plastics, for example, are marked by high resistance to chemical and atmospheric attack. They are light. They have excellent electrical insulating values and many desirable thermal properties. They offer a range of integral colors practically as wide as the spectrum, and many forms are transparent, translucent or opaque as the customer specifies. They can be molded into intricate shapes that require little, if any, finishing. They are warm and friendly materials to touch.

On the other hand, no molded plastics have yet been developed that equal metals for surface hardness, heat resistance, rigidity or structural strength per unit of area. Conventional molding methods require expensive molds and high heat and pressure limiting them to production of relatively small objects in relatively large quantities.

In short, there will be many a postwar job where metals will be a clear and obvious first choice.

There will be many other postwar jobs which logically call for plastics.

There will also be many occasions when plastics and metals will work together on the same job.

And there will be other times when a materials engineer will be hard put to make a choice.

Frankly, as one of the nation's largest producers of plastics, Monsanto would rather lose some of those close decisions than win a job which plastics could not handle. In the long run, one such misapplication can lose more business for plastics than losing a dozen close decisions.

MONSANTO CHEMICAL COMPANY, Plastics Division, Springfield, Massachusetts.

**MONSANTO
PLASTICS**



SERVING INDUSTRY ... WHICH SERVES MANKIND